



INSTITUTO
LIXO ZERO
BRASIL



- **Scenario Circular Economy
in Brazil.**
- **ISWA - 2014 (São Paulo)**



Scenario

- LAW 12305 (August 2, 2010)
- An almost zero waste law (hierarchy and concept OK, lack establish meta ZERO)
- Establishes Hierarchy (Reduce - Reuse - Recycle - Composting - Final Disposal in Landfills)
- Shares the responsibility between Government, Industry, Commerce and Consumer
- Establishes intermediate goals (Locks of dumps, deadline for Waste Management Plans)
- Punishes with fines and criminalizes civilly



Scenario

- BUT....
- Sectoral agreements are lengthy
- 30% of cities have made the Municipal solid waste plan
- ?% Of industries have made the SWMP
- ?% Of companies have made the SWMP



Scenario

- Belief in overtime LAW
- Disbelief in education and awareness of brazilian people
- Palliative and urgent solutions
- Urgency plans for fundraising.
- Pressure to energy recovery
- Conditions of use of the LAW as scavengers to evade responsibilities (great future issue)
- Confusion of concepts (WASTE, WASTE, WASTE)



Scenario

- Growing awareness of the world's population, in particular the Brazilian.
- Phillips research points the Brazilian people as prepared for changes pro-sustainability (2009)
- Largest number of projects presented Congress 2012 ISWA (Florence -IT) and 2013 (Vienna - Austria)



Scenario

- - Brazil loses (play in dumps and landfills) 8-12 bln reais / year
- - We have a generation of entrepreneurs seeking solutions to areas with causes.
- - Brazil has the culture to absorb cultures, which enables the incorporation of innovations to existing technologies.
- - There is the idea that the Solid Waste are a great opportunity to undertake.
- Great harassment suppliers and investors in the Brazilian market

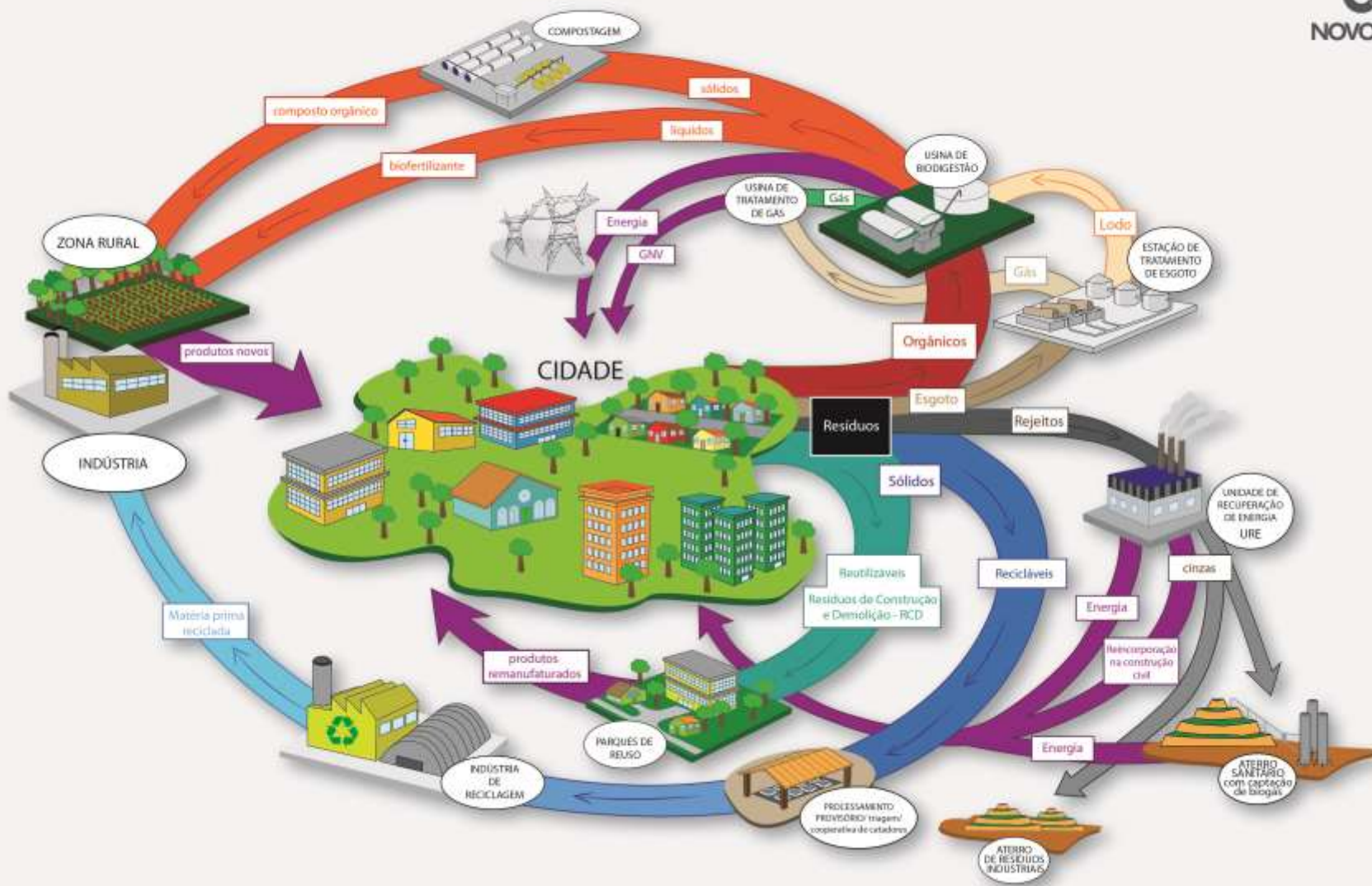


ZERO WASTE

- "Zero Waste is a META, ethical, economical, efficient and visionary values, to guide people to change their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for other people to use.
- Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them.
- Implement zero waste will eliminate all discharges to land, water or air that are a threat to the planet, man, animal or plant world. "



SISTEMA LIXO ZERO PARA GESTÃO DE RESÍDUOS



ECOSYSTEMS

- - Case of Supermarkets (ACATS) - Santa Catarina
- - Case of Construction - TECNISA / Odebrech / Camargo Correa
- - Case of the industry - Whirlpool
- - Case of Cities (Florianópolis - SC)



What we need

- Setting goals and direction
- Commitment of the state
- Regulatory responsibilities
- Legal guarantees for investment
- Promote local arrangement
- Protect the environment



FUTURE

- Brazil will be one of the major players in solutions in waste management market.



THANK YOU

- Contacts
 - Instituto Lixo Zero Brasil
 - www.ilzb.org
 - Facebook
 - linkedin
 - Zero Waste international Alliance
 - www.zwia.org
 - Rodrigo Sabatini
 - +55 48 99802358
 - rodrigo.sabatini@ilzb.org
 - www.tedxfloripa.com.br/2011/talk/rodrigo-sabatini

